



Industry

Telecoms & Communications

Employees

10-50

Location

Hitchin, Hertfordshire

Website

www.flipconnect.co.uk

Primary Services delivered

- Lead Generation
- Data Cleansing
- Sales structure & processes
- Recruitment

Results

- 40+ New customers
- New business revenue £417k+
- Staff training

Big investment but the results speak for themselves

Flip Connect is an established independent Telecoms company based in Hitchin, Hertfordshire. They have been trading for over 20 years and started by Russell an engineer with amazing knowledge and expertise in the field. Flip has a brilliant reputation in the local area and have grown steadily since it started. They have all in house engineers and staff meaning they can really look after their customers from start to finish with on going support after a business has initially bought services.





Russell Dawson & Ben Smith | Director | Owner of FlipConnect

We have loved working with SalesFlow, we weren't sure what to expect but it has been a really enjoyable experience. We have spent a lot of money with them, but the results do speak for themselves. We have grown since working with them and feel our sales department really benefited from the collaboration. Thank you.

Approach

Flip approached SalesFlow after an initial meeting through a referral. Flip was looking to grow its sales team and close more new business. We had a few meetings to discuss ideas, approach and training options. After proposals and ideas, Flip signed off on a full-time campaign for 6 months which extended into 3 years. After some success with booking meetings, updating CRM systems, improving processes and documents, we decided to grow the sales team through recruitment services. We brought in more appointment setters, account managers and really grew the work we were doing together. We completed calling campaigns, networking, intro letter campaigns with follow-ups and partnership programs. KPI's were being hit monthly and sales and new business really grew and accelerated.

Conclusion

Flip has grown 18% in revenue since working with SalesFlow. Lots of new business has been created and the processes have been implemented and ready to scale. There is lots of lead generation and new prospect conversations happening weekly. Recruitment has been a result of growth. SalesFlow has left a good stamp of professionalism, structure and process to the sales department. The provisioning team enjoyed the handovers that SF sent over, making their jobs easier and the job sheets were very clear with what services had been provided and at what price.



Results

- Created and Closed over **40** new customers
- CRM Updated with new data and cleansed
- Improve customer journey
- Closed **417k+** new revenue
- Recruited Account Manager and BDM
- Training provided for sales staff



Contact SalesFlow for additional information **0330 311 0443** or visit www.salesflowconsulting.com